

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Mundy Katowitz Media
1322 G Street SE
Washington, DC 20003

Contract / Revision 570244 /		Alt Order # 07898553
Product PRIORITIES USA		
Contract Dates 10/18/12 - 10/22/12		Estimate # 321/340/1565
Advertiser Priorities USA Action		Original Date / Revision 10/18/12 / 10/18/12
Billing Cycle EOM/EDC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB# 8356	Advertiser Code 321	Product Code 340
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/18/12	10/21/12	Newschannel 3 News	6-7am		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W-F--				2	\$675.00			
2	3	10/22/12	10/22/12	Newschannel 3 News	6-7am		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$675.00			
3	3	10/16/12	10/21/12	CBS This Morning	7-9a		:30			NM	4	\$1,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$340.00			
4	3	10/22/12	10/22/12	CBS This Morning	7-9a		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$340.00			
E 5	3	10/22/12	10/22/12	Price Is Right	11am-12n		:30			NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,010.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	10/22/12-10/28/12	Price Is Right	11am-12n	M-----	:30		\$1,010.00	NM		
	See MG 5.2											
	2	3	10/22/12-10/28/12	NewsCha 3 News First @ 4p 358-5pm	MTUWThF----		:30		\$1,010.00	NM		
	Ⓜ MG for 5.1 10/22											
6	3	10/16/12	10/21/12	Newschannel 3 News	12n-1230pm		:30			NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-TF--				3	\$675.00			
7	3	10/18/12	10/18/12	CBS Daytime	1228-3pm		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$850.00			
8	3	10/22/12	10/22/12	CBS Daytime	1228-3pm		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$850.00			
9	3	10/16/12	10/21/12	Ellen Degeneres 3pm	3-4pm		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1--1--				2	\$675.00			
10	3	10/18/12	10/18/12	NewsCha 3 News First @ 4p 358-5pm			:30			NM	1	\$850.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
570244 /	07898553

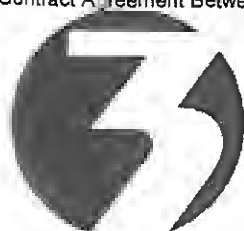
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/22/12	PRIORITIES USA	321/340/1666

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	10/18/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$850.00			
11	3	10/22/12	10/22/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$850.00			
12	3	10/19/12	10/19/12	Newschannel 3 News	5-530pm		:30			NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$880.00			
13	3	10/17/12	10/17/12	Newschannel 3 News	530-6pm		:30			NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$880.00			
14	3	10/16/12	10/16/12	Newschannel 3 News	6-630pm		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$1,345.00			
15	3	10/17/12	10/17/12	7-730pm	7-730pm		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,345.00			
16	3	10/18/12	10/18/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,345.00			
17	3	10/18/12	10/18/12	Late News (M-F)	11-1135p		:30			NM	1	\$1,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,510.00			
18	3	10/22/12	10/22/12	Late News (M-F)	11-1135p		:30			NM	1	\$1,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,510.00			
19	3	10/16/12	10/21/12	Late Night with David Letterman	1135pm-1235am		:30			NM	2	\$1,270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-11----				2	\$635.00			
20	3	10/16/12	10/21/12	Late Late Show w/Craig Ferg	1237-135am		:30			NM	2	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1-1--				2	\$220.00			
21	3	10/22/12	10/22/12	Late Late Show w/Craig Ferg	1237-135am		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$220.00			
22	3	10/20/12	10/20/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$250.00			
23	3	10/16/12	10/21/12	730-8pm	730-8pm		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$340.00			
24	3	10/16/12	10/21/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$180.00			
25	3	10/21/12	10/21/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$515.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$515.00			
N 26	3	10/19/12	10/19/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$1,345.00			
Totals											35	\$24,885.00

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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/26/12	35	\$24,885.00	\$21,152.25
Totals	35	\$24,885.00	\$21,152.25

Signature: _____ **Date:** _____

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